

Online Business / E-Commerce Scrutiny Review

Annex B

Review Aim: Identify how City of York Council may better support city centre (within city walls) businesses to develop their online opportunities and improve their sales, marketing and profitability.

Objectives	Method	Meetings
i. Identify gaps in current support for online business and commerce	<ul style="list-style-type: none">• Map the existing support provision to determine whether it is keeping pace with technological change and the development of social media or mediums of communication by using Genius and an online survey question via Economic Development Unit newsletter. Economic Development staff to put out requests for information from 8 organisations including York Professionals, FSB, Proudly Group, Retail Forum, SCY and ask them to put information in their newsletters asking for feedback• Examine how other towns and cities are supporting the development of online business opportunities eg by Scrutiny Officer search of other scrutiny reviews	

<p>ii. Identify any barriers the business community may face to increasing online working and possible solutions</p>	<ul style="list-style-type: none"> • Task group meet to discuss initial results of written and verbal feedback from CYC officer consultation requests above and Genius • Meet representatives from York business organisations, including the Federation of Small Businesses, the Retail Forum and City Team York. Invite a digital media expert consultant re barriers to online working and possible solutions/ opportunities 	<p>6 May, 10am</p> <p>21 or 22 May, 4.30pm at West Offices</p>
<p>iii. Investigate how a business, using online methods, can increase its profitability</p>	<ul style="list-style-type: none"> • Invite the digital media expert above to consult with the Task Group on ideas for recommendations and how CYC can bring about positive change to increasing sales, marketing and profitability. 	<p>10 June, 10am</p>
<p>iv. Investigate mentoring / matching opportunities</p>		<p>tbc</p>
<p>v. Explore funding opportunities</p>		<p>tbc</p>

		tbc To consider evidence and formulate recommendations
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